

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

FOR NPS USE ONLY  
RECEIVED NOV 14 1979  
DATE ENTERED 15

**NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM**

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS  
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

**1 NAME** Freitag's Pure Oil Service Station

HISTORIC

Pure Oil Cottage Style Service Station

AND/OR COMMON

Freitag's Pure Oil Service Station (preferred)

**2 LOCATION**

STREET & NUMBER

1323 Ninth Street

\_\_NOT FOR PUBLICATION

CITY, TOWN

Monroe

CONGRESSIONAL DISTRICT

second

\_\_ VICINITY OF

STATE

Wisconsin

CODE

55

COUNTY

Green

CODE

045

**3 CLASSIFICATION**

**CATEGORY**

**OWNERSHIP**

**STATUS**

**PRESENT USE**

\_\_DISTRICT

\_\_PUBLIC

OCCUPIED

\_\_AGRICULTURE

\_\_MUSEUM

BUILDING(S)

PRIVATE

\_\_UNOCCUPIED

COMMERCIAL

\_\_PARK

\_\_STRUCTURE

\_\_BOTH

\_\_WORK IN PROGRESS

\_\_EDUCATIONAL

\_\_PRIVATE RESIDENCE

\_\_SITE

**PUBLIC ACQUISITION**

**ACCESSIBLE**

\_\_ENTERTAINMENT

\_\_RELIGIOUS

\_\_OBJECT

\_\_IN PROCESS

\_\_YES: RESTRICTED

\_\_GOVERNMENT

\_\_SCIENTIFIC

\_\_BEING CONSIDERED

\_\_YES: UNRESTRICTED

\_\_INDUSTRIAL

\_\_TRANSPORTATION

\_\_NO

\_\_MILITARY

\_\_OTHER:

**4 OWNER OF PROPERTY**

NAME

John N. Bos

STREET & NUMBER

1403 9th Street

CITY, TOWN

Monroe

\_\_ VICINITY OF

STATE

Wisconsin 53566

**5 LOCATION OF LEGAL DESCRIPTION**

COURTHOUSE,

REGISTRY OF DEEDS, ETC.

Green County Courthouse

STREET & NUMBER

The Square

CITY, TOWN

Monroe

STATE

Wisconsin 53566

**6 REPRESENTATION IN EXISTING SURVEYS**

TITLE

Wisconsin Inventory of Historic Places

DATE

1978

\_\_FEDERAL  STATE \_\_COUNTY \_\_LOCAL

DEPOSITORY FOR  
SURVEY RECORDS

State Historical Society of Wisconsin

CITY, TOWN

Madison

STATE

Wisconsin 53706

# 7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input checked="" type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED      DATE _____
<input checked="" type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

---

## DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

Freitag's Pure Oil "English Cottage" style service station stands at its original location at the northwest corner of Ninth Street and Fourteenth Avenue. Significantly, the location is at the edge of a quiet residential neighborhood. The station is no longer in operation: weeds grow abundantly from cracks in the concrete apron, and paint is peeling on the building.

The 34 by 27 foot single-story building is almost square in plan but consists of three distinct sections. The office portion juts slightly from the front and side of the building and is visually set off by its steeply pitched roof with end chimneys. A rear wing and a one-stall "Lubridome" at the side complete the square. Both of these sections have steeply pitched roofs echoing that of the main section, although the concealed rear portion of the Lubridome roof is flat. The roofline makes the structure appear deceptively small.

The building retains nearly all of its stylistic details. The brick walls are painted white to contrast with the "Pure-Oil Blue" roof tile. Chimneys are capped with "Pure-Oil Blue" chimney pots. Gable ends of the rear wing and the Lubridome have parapets. Arches, sills, and a course above the foundation are of brick left unpainted for accent. The doorway and an adjacent window have round arches. On the other side of the door an oriel with a copper top and base doubles as a picture window, giving the station operator an ample view of the pumps. The doorway is sheltered by a copper entrance hood supported by wrought iron brackets. Wrought iron railings flank a small stoop. Gutters and downspouts are of decorative copper; downspouts are embossed with the Pure Oil monogram. Decorative wrought iron lamps are mounted on both sides of the Lubridome door, alongside the entrance, and on the side of the building to light the way to the rest room.

# 8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input checked="" type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES 1929<sup>1</sup>

BUILDER/ARCHITECT Pure Oil Co., C.A. Petersen, Marketing Engineer

## STATEMENT OF SIGNIFICANCE

The Freitag Pure Oil "English Cottage" service station is significant to the history of Wisconsin as a virtually unaltered early-Twentieth-Century example of architecture used as a commercial marketing technique. It is further significant as a visual reflection of the emergence of the family automobile as a dominant institution of the American way of life.

From 1927 through the 1930s, the Pure Oil Company replicated hundreds of virtually identical English cottage style service stations across the country for operation by their franchised dealers. In the early years of the automobile, most filling stations had been little more than nondescript roadside shacks with pumps. They had the reputation of being unsightly fire hazards and were unwelcome in most residential neighborhoods. With the cottage style station, Pure Oil sought to break this stereotype and create a legitimized image for its product. The company especially sought to make its franchised stations welcome in residential neighborhoods, which it recognized as becoming prime markets as the family car became commonplace. Pure Oil also sought to make the standardized design of its stations a corporate symbol and trademark. In 1927 it announced its cottage style station design with the following comment:

A service station pictures to the passing motorist the type of company it represents. . . . With this in mind, the Pure Oil Company has sought to develop and standardize a type of station, not merely as a place to get "gas," but one that would be attractive and inviting as well.<sup>3</sup>

Pure Oil was among the first American corporations to use architecture in this way. Since the time of the cottage station, such "architectural packaging" has become a common part of the American landscape.

Carl August Petersen, Chief Engineer of Marketing Construction for Pure during the 1920s, was responsible for the "English Cottage" design service station. He chose the eclectic design because it was characterized by "quaint charm," "warmth," and an overall "'homey' appearance."<sup>4</sup> The design fit well into the architecture of neighborhoods constructed between the turn of the century and the 1930s.

The original Pure Oil cottage station design consisted of the office section only, but the company quickly adapted the design to include a "Lubridome" or service bay. This adaptation reflected the late 1920s trend away from the simple filling station toward the comprehensive service station. The trend occurred largely in response to the popularization of the family automobile. Freitag's is an example of the "Lubridome" type.

Freitag's station was built in 1929 by C.W. (Slim) Freitag, a big-band trombonist and pilot. Slim, who was the personal pilot for Freeman Gosden and Charles Correll,

# 9 MAJOR BIBLIOGRAPHICAL REFERENCES

(see SIGNIFICANCE, NOTES)

**UTM NOT VERIFIED**

## 10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 0.1 acres

QUADRANGLE NAME Monroe, Wis.-Ill.

QUADRANGLE SCALE 1:24000

UTM REFERENCES

A 16 283340 4719910  
ZONE EASTING NORTHING

B           
ZONE EASTING NORTHING

C         

D         

E         

F         

G         

H         

### VERBAL BOUNDARY DESCRIPTION

The southeast corner, 65 by 65 feet, of lot 1, Russel's Donation to the City of Monroe.

### LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE

## 11 FORM PREPARED BY

NAME / TITLE

David Donath

ORGANIZATION

Historic Site Manager

DATE

September 1979

STREET & NUMBER

Old Wade House Historical Site

TELEPHONE

414/526-3551

CITY OR TOWN

Greenbush

STATE

Wisconsin 53026

## 12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL   

STATE   

LOCAL X

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

*Richard M. Muey*

TITLE Director, State Historical Society of Wisconsin

DATE

10/29/79

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

*Arthur Charles D. Shull*

DATE

1/15-80

ATTEST:

KEEPER OF THE NATIONAL REGISTER

*Christina J. Saxe*

DATE

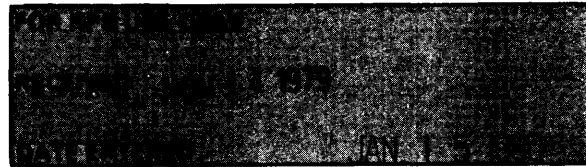
1/14/80

REGIONAL COORDINATOR

*Regional Coordinator*

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

**NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY -- NOMINATION FORM**



Freitag's Pure Oil Service Station, Monroe, Green County, Wisconsin

**CONTINUATION SHEET**

ITEM NUMBER 8 PAGE 1

radio's Amos 'n' Andy, was at that time also giving flying lessons to several Pure Oil executives. After his father lost his share in an auto sales partnership, Slim built the station for him at a cost of nearly \$16,000 for the land and the building. Freitag senior operated the station until his death, after which Slim leased the station to other operators.<sup>6</sup> In time, Pure Oil merged with Union 76, and Freitag's became a 76 station. The station has been unoccupied for more than a year.

A 1933 Pure Oil cottage style Lubridome service station in Saratoga Springs, New York, was listed in the National Register of Historic Places on October 18, 1978. Besides being younger than the Freitag station, the New York station has been moved from its original site and has suffered a degree of alteration in its conversion to a retail market.<sup>7</sup>

-----  
NOTES:

<sup>1</sup> Records in the Assessor's Office, City of Monroe; C.W. Freitag to K.E. Hundt, correspondence, Aug. 10, 1978.

<sup>2</sup> Keith A. Sculle, "Three Wisconsin Gas Stations," unpublished manuscript, Springfield, Ill., 1978.

<sup>3</sup> C.A. Petersen, "Pure Oil Building English Cottage Type Service Station," Pure Oil News, n.d. /1927/.

<sup>4</sup> Ibid.

<sup>5</sup> Sculle, "Three Gas Stations."

<sup>6</sup> Ibid.

<sup>7</sup> Doris Manley, Pure Oil Gas Station, Saratoga Springs, New York, National Register Nomination Form 10-300, 1978.

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: ADDITIONAL DOCUMENTATION

PROPERTY NAME: Freitag's Pure Oil Service Station

MULTIPLE NAME:

STATE & COUNTY: WISCONSIN, Green

DATE RECEIVED: 7/28/06 DATE OF PENDING LIST:  
DATE OF 16TH DAY: DATE OF 45TH DAY: 9/10/06  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 80000139

NOMINATOR: STATE

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N  
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N  
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT  RETURN  REJECT \_\_\_\_\_ DATE

ABSTRACT/SUMMARY COMMENTS:

**Additional Documentation Accepted**

RECOM./CRITERIA Accept

REVIEWER Edson Beall

DISCIPLINE Historian

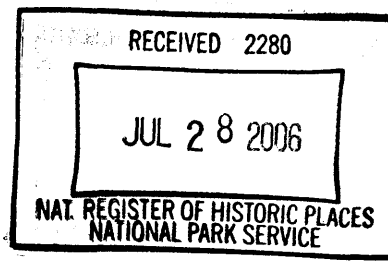
TELEPHONE \_\_\_\_\_

DATE 9.6.06

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.

200000001



**United States Department of Interior  
National Park Service**

**National Register of Historic Places  
Registration Form**

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

**1. Name of Property**

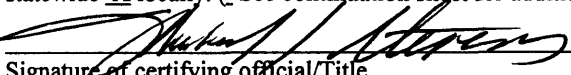
historic name Freitag's Pure Oil Service Station  
other names/site number

**2. Location**

street & number 1323 Ninth Street N/A not for publication  
city or town Monroe N/A vicinity  
state Wisconsin code WI county Green code 055 zip code 53566

**3. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets \_ does not meet the National Register criteria. I recommend that this property be considered significant \_ nationally statewide X locally. ( See continuation sheet for additional comments.)

  
Signature of certifying official/Title  
State Historic Preservation Officer-WI

7/13/06  
Date

State or Federal agency and bureau

In my opinion, the property \_ meets \_ does not meet the National Register criteria.  
( See continuation sheet for additional comments.)

Signature of commenting official/Title

Date

State or Federal agency and bureau

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section 8,9 Page 1

Freitag's Pure Oil Service Station  
Green County, Wisconsin

---

**Section 8**

**Period of Significance**

1935

---

---

---

**Significant Dates**

1935

---

---

---

The nomination for this property was prepared in 1979. The original nomination relied on the assessor's records, which indicated that the station was built in 1929. This continuation sheet corrects the date of construction and the period of significance. Recently located contemporary newspaper accounts provide a corrected date of construction – 1935. The September 28, 1935 Monroe newspaper reported:

A new gasoline and motor oil company comes to the local petroleum products retail field with the announcement today of the opening of Freitag's Pure Oil Super Service station, located at the corner of Ninth street and Fourteenth avenue.<sup>2</sup>

The change in date does not affect the areas of significance or the reasons for listing the Freitag station.

**Section 9:**

"Freitag Service Station Opening is Announced." Monroe Evening Times. 28 September 1935. P. 1.

"Now Open for Business" (advertisement). Monroe Evening Times. 28 September 1935. P.2.

---

<sup>2</sup> "Freitag Service Station Opening is Announced," Monroe Evening Times, 28 September 1935, p.1.